

# Contract # 48629

Schedule Dates 10/12/12-10/21/12  
Advertiser NATIONAL EDUCATION ASSOCIATION (3568)  
Agency Ken Swope (1115)  
Product POLITICAL ISSUE (1052)  
Brand Est 500 10/8-10/21 (28094)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax 500  
CPE Local/Political Issue Agency  
Account Types Standard  
Billing Type  
Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Ken Swope  
135 Bass Point Rd  
Nahant, MA 01908

Date Entered 10/11/12  
Last Modified 10/11/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,795.00  
Net Total \$38,505.00  
Sales Tax

WHDH Boston (WHDH)		
By Broadcast Month	Spots	Rate
Oct. 2012	22	\$45,300.00
<b>Grand Total:</b>	<b>22</b>	<b>\$45,300.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	6A- 7A (ET)	1					1			1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		10/11/12
2.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	1P- 2P (ET)	1					1			1	\$2,000.00	\$2,000.00	WHDH Boston (WHDH)		10/11/12
3.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	3P- 3:30P (ET)	1					2			2	\$1,500.00	\$3,000.00	WHDH Boston (WHDH)		10/11/12
4.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	7P- 8P (ET)	1					2			2	\$3,000.00	\$6,000.00	WHDH Boston (WHDH)		10/11/12
5.0	Normal Line / SPOT	10/12/12-10/12/12	1	:30	12:35A- 1:35A (ET)	1					1			1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		10/11/12
6.0	Normal Line / SPOT	10/14/12-10/14/12	1	:30	12:30A- Extra Weekend	1						1		1	\$900.00	\$900.00	WHDH Boston (WHDH)		10/11/12
7.0	Normal Line / SPOT	10/21/12-10/21/12	1	:30	12:30A- Extra Weekend	1						1		1	\$900.00	\$900.00	WHDH Boston (WHDH)		10/11/12
8.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	5:57A- 7 News Today in New England	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	WHDH Boston (WHDH)		10/11/12
9.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	12:57P- Days of our Lives	3	X	X	X	X	X			3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		10/11/12
10.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	3P- 3:30P (ET)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	WHDH Boston (WHDH)		10/11/12
11.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	7P- 8P (ET)	3	X	X	X	X	X			3	\$3,000.00	\$9,000.00	WHDH Boston (WHDH)		10/11/12
12.0	Normal Line / SPOT	10/15/12-10/19/12	1	:30	12:37A- LATE NIGHT WITH JIMMY FALLON	1	X	X	X	X	X			1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.